



USAID | EL SALVADOR

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72051923R10021

ISSUANCE DATE: July 10, 2023

CLOSING DATE/TIME: July 21, 2023 / 11:59 PM El Salvador Time

SUBJECT: Solicitation for a **Cooperating Country National Personal Service Contractor (CCN PSC - Local Compensation Plan)**

TITLE: Development Outreach and Communications Assistant

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1** of this solicitation. Incomplete offers will not be considered. Offerors should retain copies of all offer materials for their records.

USAID will evaluate all offerors based on the stated evaluation criteria. USAID encourages all individuals, including those from disadvantaged and under-represented groups, to respond to the solicitation.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers.

Any questions must be directed in writing to the Point of Contact specified in the Attached 1.

Sincerely,

Digitally signed
by Andrew Reese
Date: 2023.07.06
12:28:56 -06'00'

Andrew Reese
Contracting Officer

I. GENERAL INFORMATION

1. SOLICITATION NO.: 72051923R10021

2. ISSUANCE DATE: July 10, 2023

3. CLOSING DATE AND TIME FOR RECEIPT OF OFFERS: July 21, 2023 / 11:59 PM El Salvador Time.

4. POINT OF CONTACT: Executive Office
USAID / El Salvador
e-mail: ssvacancies@usaid.gov

5. POSITION TITLE: Development Outreach and Communications Assistant

6. MARKET VALUE: \$19,476.00 - \$31,158.00 equivalent to FSN-08.

In accordance with AIDAR Appendix J and the Local Compensation Plan of the U.S. Mission in El Salvador. Final compensation will be negotiated within the listed market value.

7. PERIOD OF PERFORMANCE: USAID expects the successful offeror to provide continuous services under a series of sequential contracts subject to availability of funds.

8. PLACE OF PERFORMANCE: USAID/El Salvador with possible travel as stated in the Statement of Duties.

9. ELIGIBLE OFFERORS: This position is open to **All Interested Offerors**. ALL OFFERORS MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

1. Current employees serving a probationary period are not eligible to apply.
2. Current employees with unsatisfactory performance are not eligible to apply.
3. Management will consider nepotism/conflict of interest, budget, and residency status in determining a successful offeror.

10. SECURITY LEVEL REQUIRED: Selected offeror must be able to obtain a favorable Security Certification for employment authorization from the U.S. Embassy's Regional Security Office.

11. STATEMENT OF DUTIES**1) General Statement of Purpose of the Contract**

The Development Outreach and Communications Assistant (DOC Assistant) position serves as the administrative and communications support at the USAID El Salvador, Central America &

Mexico (E-CAM) Regional Director's Office, within the Development, Outreach, and Communications (DOC) Team. The position reports directly to the USPSC Supervisory DOC Specialist and operates with broad latitude and independence to ensure that media programs support and administrative functions are performed effectively and efficiently.

The DOC Assistant also provides support for all sectors in the Mission's bilateral and regional programmatic portfolios. The DOC Assistant also engages with the Embassy Public Affairs Section (PAS) in El Salvador and in non-presence countries in the performance of their duties and to achieve assigned objectives.

2) Statement of Duties to be Performed

The DOC Assistant provides media support for all development outreach and communications for the bilateral and regional programs including the preparation of outreach materials in Spanish and English (e.g., speeches, press releases, fact sheets, presentations, etc.), media tracking, social media posts and monitoring, web page design and maintenance, webmaster responsibilities, document tracking, event planning and event logistics. The CAA also provides administrative assistance to all members of the DOC team including the Supervisory DOC, two Senior DOCs, and two DOC Specialists. The Assistant serves as the timekeeper and office manager for the team.

Social Media Strategy Support and Content Management

40%

- Supports the Social Media team in defining and implementing a specific social media strategy and in carrying out the Mission's social media campaigns and programming; cultivates new communities and followers using social media; provides relevant content and responses daily for social media feeds; tracks metrics and monitors Mission's social media response.
- To ensure a targeted, coherent, and consistent message from all USAID staff and partners, the Assistant helps to develop feature stories on USAID's bilateral and regional programs.
- Assists in tracking USAID media coverage; tracks social media metrics; tracks all documents that pass through the team Unit; tracks taskers from Washington.

Communications and Media Production Support

30%

- Assist with the writing and/or translation of development outreach and communications materials in English and Spanish. Such documents could include, but are not limited to speeches, press releases, briefing materials, fact sheets, articles, success stories, website content, social media content, quick fact cards, etc.
- Reviews and advises on branding and marking plans and reviews and advises on branding of project materials.
- Develops and manages templates and instructions to assist the DOC Team and USAID staff in sharing preparing outreach materials, including Decision Memos, talking points, scenario for event descriptions, press releases, fact sheets, success stories, inputs for

speeches, etc.

- Assist with preparing public outreach materials, including infographics, fact sheets, brochures, presentations, etc.
- Helps organize photos for easy access and use by other USAID team members; takes photographs at public events and USAID project sites when the DOC photographer is unavailable.

Public Events Coordination and Logistics Support

20%

- Supports the team and technical offices in organizing and coordinating all aspects of public events, including but not limited to tracking all Decision Memos, talking points, scenario for event descriptions, inputs for remarks, clearances, pre-visits, media invites, set ups, logistics, protocol, and branding.
- Under the supervision of the Supervisory DOC and in coordination with other USAID staff and the Public Affairs Section in the U.S. Embassy San Salvador, assists in the preparation and proofreading of speeches, organizes content for speeches, and related background information for senior USAID and Embassy staff for official events.
- Maintains public events calendar for El Salvador and CAM Regional events and notifies other missions about events; prepares monthly events calendar that goes to the CDA/Ambassador.

Administrative Support and Office Management

10%

- Maintains control of all incoming and outgoing correspondence for the division and keeps office files accordingly. Locates documents routed for clearance and obtains and tracks clearances and signatures.
- Serves as timekeeper and provides general admin and office management support for the DOC Team.

Serves as a backup to the Mission Director's Advisor Administrative Assistant in their absence.

The contractor is eligible for temporary duty (TDY) travel to the United States, or to other Missions abroad, to participate in the "Foreign Service National" Fellowship Program, in accordance with USAID policy.

3) Supervisory Relationship

a) Supervision Received: The DOC Assistant is supervised by the USPSC Supervisory Development and Outreach Communications Specialist, who provides assignments in terms of a discussion of the work to be performed, and Division priorities. The Assistant plans and carries out assignments and is responsible for the accuracy of their personal work; work is normally reviewed in terms of results achieved and in meeting team objectives.

b) Supervision Exercised: The position is a non-supervisory.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

- a) **Education:** A minimum of two years of University or College studies in journalism, communications, media/marketing, social science, technology, or a related field is required. (**Offerors must submit a copy of the University/College transcripts**).
- b) **Prior Work Experience:** A minimum of three years of media, marketing, public relations, or journalism experience with a U.S. Government Agency, Non-Governmental Organizations (NGOs), other donor organizations, host-government organizations, or private sector institutions are required.
- c) **Language Proficiency:** Level IV (fluent) oral and writing ability in English and Spanish is required.
- d) **Job Knowledge:** The DOC Assistant must develop an understanding of USAID branding and marking, agency social media, as well as general office administration and office management. Must understand digital communications and “netiquette” appropriate for engagement in a manner representative of the U.S. Government. The DOC Assistant should be familiar with, or able to quickly become familiar with general clerical duties, activities and understand business protocol, office procedures and practices. The Assistant must develop an understanding of USG file management, mail handling, and correspondence formatting. (This may be tested)
- e) **Skills and Abilities:** The DOC Assistant must have proficiency in standard business applications such as Microsoft Office and Google Suite. Must possess familiarity with using social media, such as YouTube, Twitter, Instagram, Flickr, Facebook, and other similar tools. (This may be tested)

III. EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with offerors in accordance with [FAR 52.215-1](#). The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to [FAR 15.306\(c\)](#). In accordance with [FAR 52.215-1](#), if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

USAID may conduct reference checks, including references from individuals who have not been specifically identified by the offeror, and may do so before or after a candidate is interviewed.

1. Offerors will be initially screened based on the extent to which the individual meets the minimum qualifications above.
2. A Technical Evaluation Committee (TEC) will review and evaluate the offers that meet the minimum requirements and will create a ranking of the most highly rated and technically qualified offerors based on the following evaluation criteria:

Prior Work Experience (30%)

Job Knowledge (40%)

Skills and Abilities (30%)

As assessed against the Technical Evaluation criteria, offerors who possess qualifications that exceed the minimum requirements may be awarded additional points/credit in the evaluation process.

3. The TEC will conduct interviews of the most highly rated offerors before making a selection recommendation to the Contracting Officer (CO). The interview will be one of the determining factors in the final selection.
4. Before a final offeror is selected for the position, the CO will direct the TEC or the Human Resources Division to perform professional reference checks and they will also be factored into the final selection.
5. At the end of the process, only the Offerors who are invited for an interview will be notified of the TEC final selection.

IV. SUBMITTING AN OFFER

1. Interested offerors for this position must complete and submit the following form or the offers will not be considered:
Application for US Federal Employment (DS-174 English version), which is available on our website <https://eforms.state.gov/Forms/ds174.pdf>
2. Offerors must submit the DS-174 to: ssvacancies@usaid.gov and clearly reference the solicitation number and Position Title on all offeror submitted documents.
3. **Offerors must submit a copy of the University/College transcripts.**

4. Offerors may submit any other documentation (e.g., cv, cover letter, essays, certificates, awards, etc.) that addresses the qualification requirements of the positions as listed above.
5. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I**.
6. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

1. Once the CO informs the successful Offeror about being selected for a contract award, the CO will provide the successful Offeror instructions about how to complete and submit the appropriate forms.

VI. BENEFITS AND ALLOWANCES

As a matter of policy, and as appropriate, a Cooperating Country National (CCN) PSC is authorized benefits and allowances in accordance with AIDAR Appendix J and the LCP of the U.S. Mission in El Salvador.

VII. TAXES

Locally employed staff are required to follow Mission policy and local labor law as described in the LCP.

VIII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs

USAID regulations and policies governing **CCNPSC** awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix J**, "Direct USAID Contracts With a Cooperating Country National and with a Third Country National for Personal Services Abroad," including **contract clause "General Provisions,"** available at <https://www.usaid.gov/ads/policy/300/aidar>
2. **Contract Cover Page form AID 309-1** available at <https://www.usaid.gov/forms>. Pricing by line item is to be determined upon contract award as described below:

LINE ITEMS

ITEM NO (A)	SUPPLIES/SERVICES (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
-------------------	--	-----------------	-------------	----------------------	---------------

0001	Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: <i>[e.g., R497]</i> - Accounting Info: <i>[insert one or more citation(s) from Phoenix/GLAAS]</i>	1	LOT	\$ _TBD__	\$ _TBD at Award after negotiations with Contractor —
------	--	---	-----	-----------	--

3. Acquisition & Assistance Policy Directives/Contract Information Bulletins (AAPDs/CIBs) for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs>

4. **Ethical Conduct.** By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the “**Standards of Ethical Conduct for Employees of the Executive Branch**,” available from the U.S. Office of Government Ethics, in accordance with **General Provision 2 and 5 CFR 2635**. See <https://www.oge.gov/web/oge/nsf/OGE%20Regulations>.

5. **PSC Ombudsman**

The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the Agency. Please visit our page for additional information: <https://www.usaid.gov/work-usaid/personal-service-contracts-ombudsman>.

The PSC Ombudsman may be contacted via: PSCOmbudsman@usaid.gov.

6. FAR Provisions Incorporated by Reference

52.204-27 PROHIBITION ON A BYTEDANCE COVERED APPLICATION (JUN 2023)